

# Montgomery County Public Libraries Performance Review

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B. Parker Hamilton, Director  
October 30<sup>th</sup>, 2009

# CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



# Agenda

- Welcome and Introductions
- Headline Measures and Benchmark Analysis
- Wrap-up and Follow-up Items



# Notes on Benchmark Dataset

## Current Benchmark Data

- Institute of Museum and Library Services (IMLS)
  - Descriptive statistics on public libraries are collected and disseminated annually through a voluntary census, the Public Libraries Survey
  - Survey is conducted by the U.S. Census Bureau for the Institute for Museums and Library Services (IMLS)
  - Data is reviewed and edited at the state and national levels, and verified as correct by each state's data coordinator
  - Statistics are collected from over 9,000 public libraries.
  - Data are available for individual public libraries and are also aggregated to state and national levels
  - Contains no imputations for non-response, so some data may be missing
  - Reported in fiscal years

## Additional Future Benchmark Data

- Public Library Association Dataset (PLDS):
  - Contains FY08 data and will contain FY09 data sometime in FY10
  - Reports faster than IMLS because they collect data directly from the library systems



# Overview of Benchmark Jurisdictions for FY2007

| Jurisdiction               | Service Population | Number of Branches | Staff | Circulation | Visits    |
|----------------------------|--------------------|--------------------|-------|-------------|-----------|
| Montgomery County, MD      | 921,690            | 21                 | 429   | 11,790,783  | 6,156,340 |
| Baltimore County, MD       | 780,821            | 17                 | 475   | 9,131,704   | 5,566,626 |
| Columbus, OH               | 771,097            | 20                 | 672   | 16,931,576  | 8,213,556 |
| Fairfax County, VA         | 1,044,800          | 21                 | 515   | 11,942,788  | 5,334,827 |
| Multnomah County, OR       | 701,545            | 16                 | 459   | 19,900,816  | 4,701,886 |
| Prince George's County, MD | 842,967            | 19                 | 325   | 3,499,890   | 2,737,211 |
| Salt Lake County, UT       | 761,364            | 19                 | 359   | 13,482,785  | 4,243,610 |

Jurisdiction chosen for benchmark because they are comparable in population size, geographic size/number of branches, and they performed well in Library Journal and/or Hennen rankings of library systems



# Overview of Benchmark Jurisdictions for FY2007

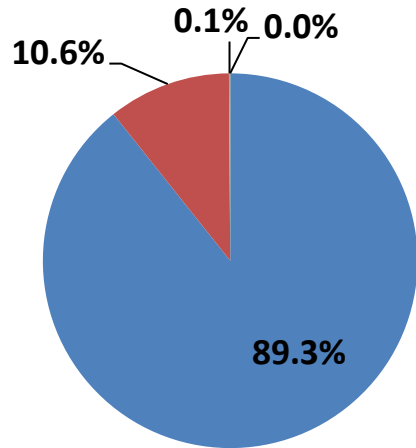
| Jurisdiction               | Print Materials | Video Materials | Audio Materials | Print Serial Subscriptions | Electronic Books |
|----------------------------|-----------------|-----------------|-----------------|----------------------------|------------------|
| Montgomery County, MD      | 3,059,569       | 156,875         | 179,352         | 3,890                      | 1,793            |
| Baltimore County, MD       | 1,253,393       | 53,479          | 155,495         | 4,628                      | 86               |
| Columbus, OH               | 1,741,413       | 155,517         | 155,517         | 4,002                      | 6,586            |
| Fairfax County, VA         | 2,317,277       | 71,305          | 134,903         | 3,367                      | 59,400           |
| Multnomah County, OR       | 1,375,624       | 105,646         | 151,592         | 3,929                      | N/A              |
| Prince George's County, MD | 1,938,448       | 76,414          | 111,821         | 3,858                      | 3,327            |
| Salt Lake County, UT       | 1,649,394       | 170,680         | 218,189         | 6,993                      | 11,932           |



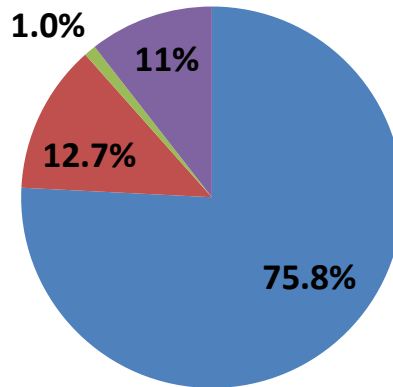
Source: IMLS Library Statistics Site

# Funding Sources of IMLS Benchmark Jurisdictions for FY2007

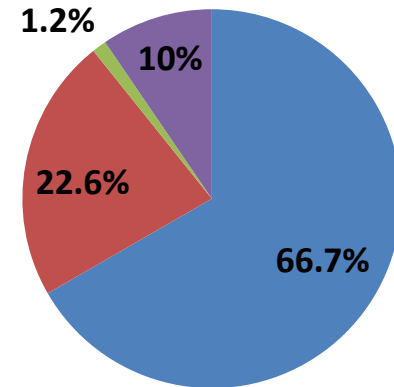
Montgomery County, MD



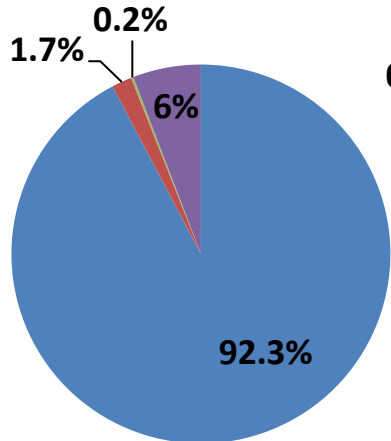
Baltimore County, MD



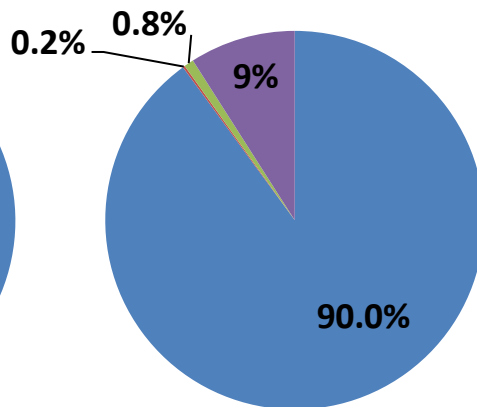
Prince George's County, MD



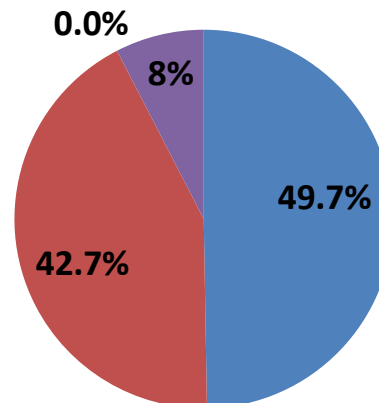
Fairfax County, VA



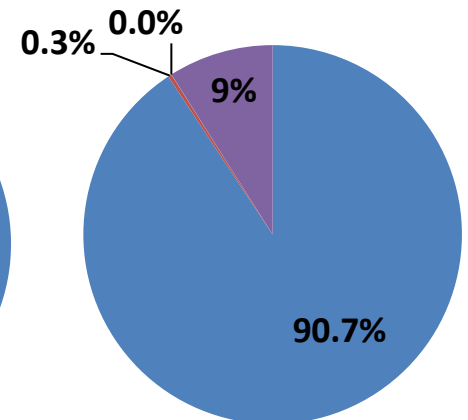
Multnomah County, OR



Columbus, OH



Salt Lake County, UT



Local
  State
  Federal
  Other

Source: IMLS Library Statistics Site



# Recent Annual Operating Expenditures

| Jurisdiction               | FY08*        | FY09*        |
|----------------------------|--------------|--------------|
| Montgomery County, MD      | \$39,388,760 | \$37,912,680 |
| Baltimore County, MD       | \$41,271,213 | \$40,309,828 |
| Columbus, OH               | \$52,811,888 | \$49,622,000 |
| Fairfax County, VA         | \$31,981,357 | \$33,109,573 |
| Multnomah County, OR       | \$56,260,400 | \$60,176,479 |
| Prince George's County, MD | \$26,329,771 | \$26,665,200 |
| Salt Lake County, UT       | \$30,168,673 | \$30,334,706 |

All figures based on individual jurisdiction's budgetary /financial documents

\*FY08 figures for Multnomah listed as "revised"

\*All FY09 figures are adopted or estimated



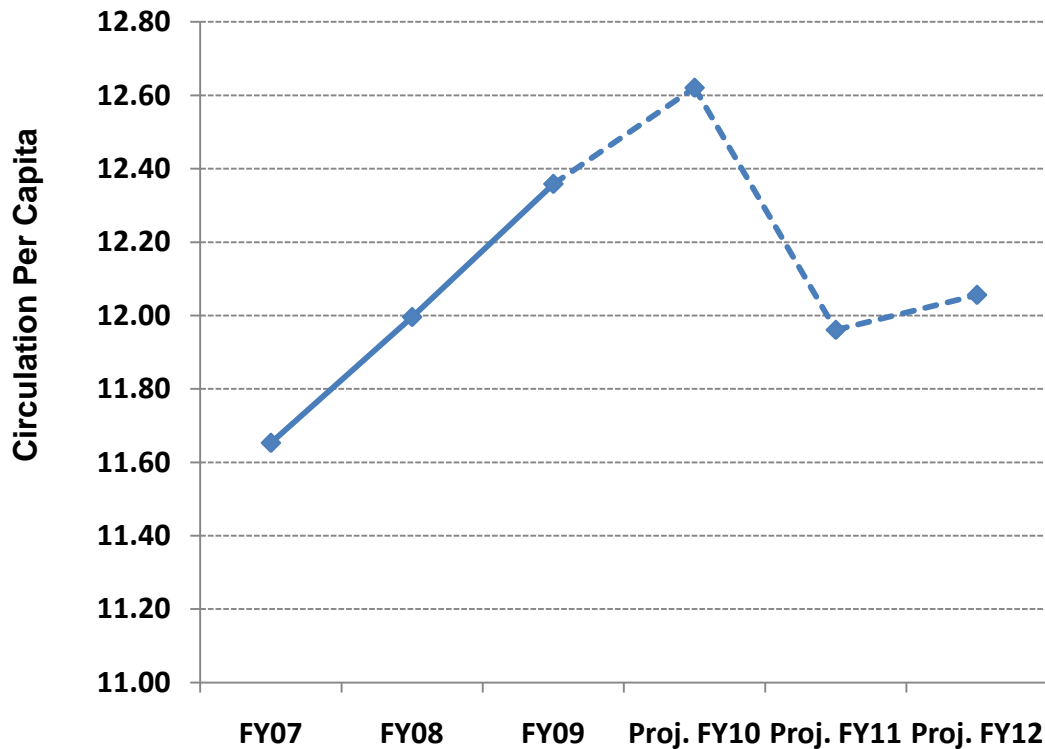


## **Headline Measures**

- 1. Circulation Per Capita**
- 2. Visits Per Capita**
- 3. Cost Per Circulation**
- 4. Customer Satisfaction**
- 5. Impact of Library Services On Community**



# Headline Measure 1: Circulation Per Capita



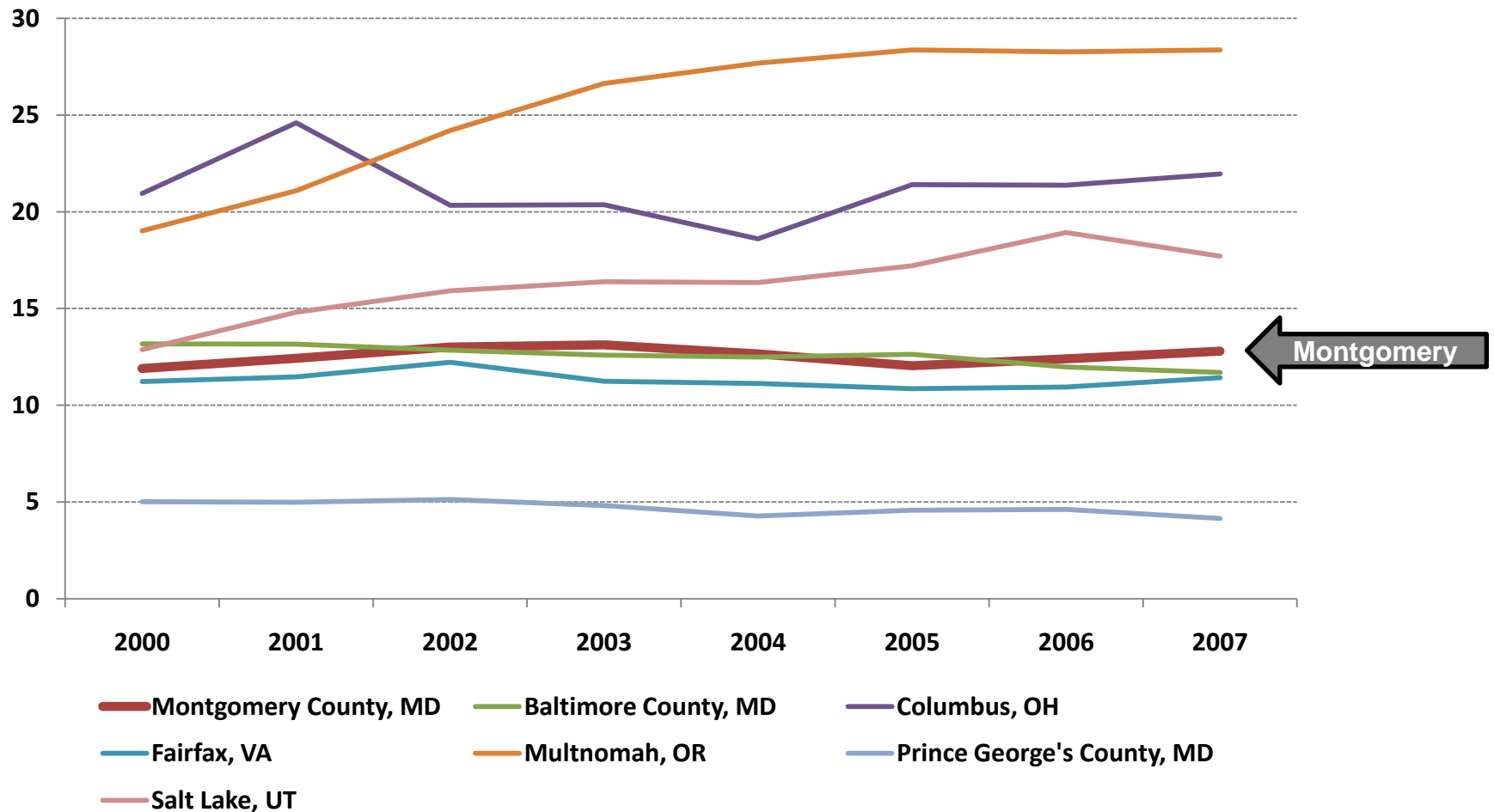
|       | Total Circulation |
|-------|-------------------|
| FY05  | 10,506,528        |
| FY06  | 10,792,038        |
| FY07  | 10,970,744        |
| FY08  | 11,390,866        |
| FY09  | 11,836,563        |
| FY10* | 12,191,660        |
| FY11* | 11,691,660        |
| FY12* | 11,925,493        |

\* Projected

FY10 is currently higher than FY09, projected 3% increase over FY09, but effect of savings plan not known. Reduced estimate of FY11 and FY12 by 500,000 to reflect closure of Gaithersburg and Olney branches for renovation.



# IMLS Circulation per Capita Benchmark Data



Source: IMLS Library Statistics Site

# IMLS Circulation per Capita Benchmark Data

|                            | 2000  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2007 Rank |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-----------|
| Montgomery County, MD      | 11.9  | 12.42 | 13.01 | 13.12 | 12.66 | 12.04 | 12.4  | 12.79 | 4         |
| Baltimore County, MD       | 13.17 | 13.16 | 12.84 | 12.59 | 12.49 | 12.63 | 11.98 | 11.7  | 5         |
| Columbus County, OH        | 20.95 | 24.6  | 20.33 | 20.36 | 18.6  | 21.4  | 21.38 | 21.96 | 2         |
| Fairfax County, VA         | 11.23 | 11.46 | 12.22 | 11.24 | 11.12 | 10.85 | 10.94 | 11.43 | 6         |
| Multnomah County, OR       | 19.01 | 21.09 | 24.21 | 26.64 | 27.68 | 28.37 | 28.27 | 28.37 | 1         |
| Prince George's County, MD | 5.01  | 4.98  | 5.12  | 4.81  | 4.28  | 4.57  | 4.61  | 4.15  | 7         |
| Salt Lake County, UT       | 12.88 | 14.81 | 15.92 | 16.38 | 16.34 | 17.21 | 18.93 | 17.71 | 3         |

Recent Figures:  
Montgomery County

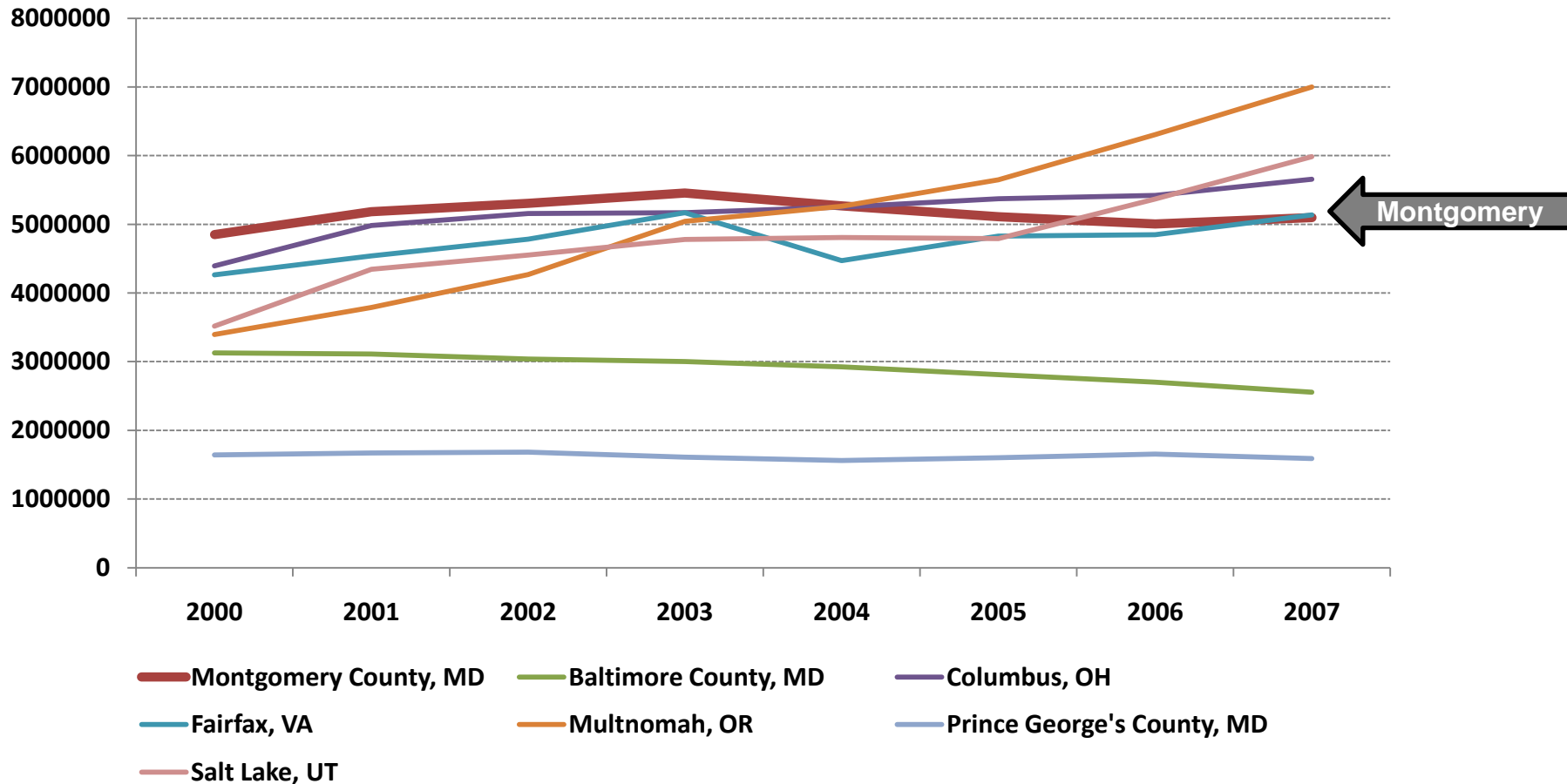
| 2008 | 2009  |
|------|-------|
| 12.0 | 12.36 |



Source: IMLS Library Statistics Site



# IMLS Children's Materials Circulation Benchmark Data



Source: IMLS Library Statistics Site

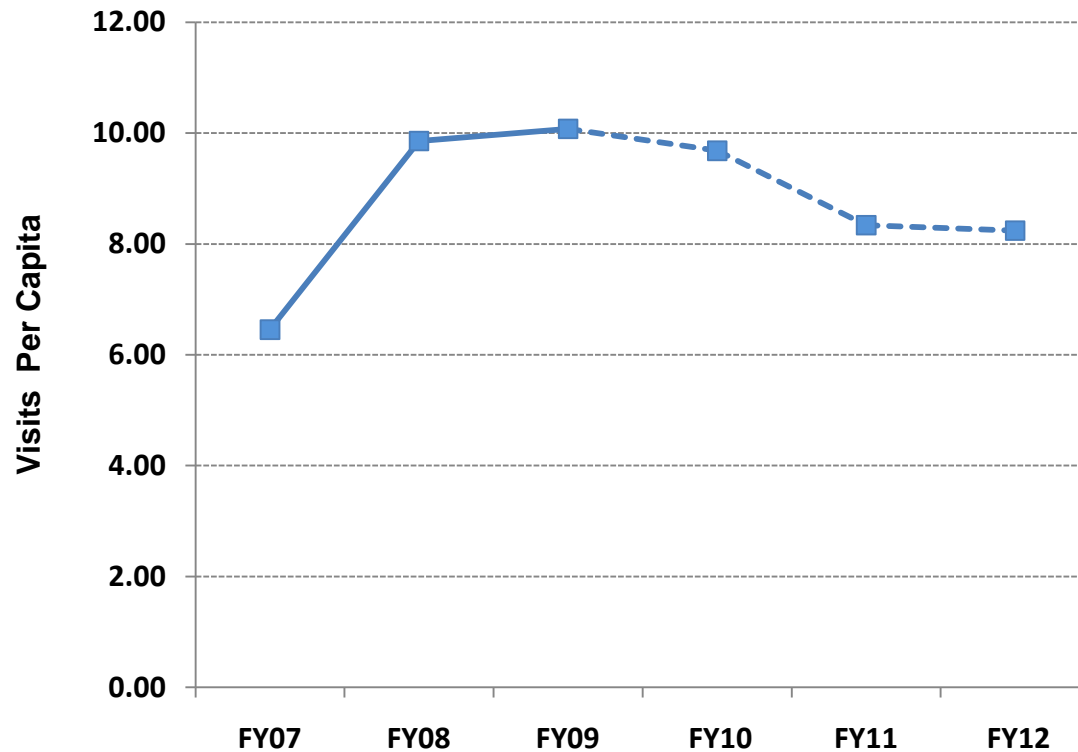
# IMLS Circulation of Children's Materials As Percent of Total Circulation Benchmark Data

|                                   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | Average |
|-----------------------------------|------|------|------|------|------|------|------|------|---------|
| <b>Montgomery County, MD</b>      | 48%  | 49%  | 48%  | 47%  | 46%  | 45%  | 44%  | 43%  | 46%     |
| <b>Baltimore County, MD</b>       | 33%  | 33%  | 32%  | 31%  | 30%  | 30%  | 29%  | 28%  | 31%     |
| <b>Columbus, OH</b>               | 36%  | 35%  | 34%  | 34%  | 33%  | 33%  | 33%  | 33%  | 34%     |
| <b>Fairfax County, VA</b>         | 39%  | 40%  | 40%  | 45%  | 39%  | 43%  | 43%  | 43%  | 41%     |
| <b>Multnomah County, OR</b>       | 28%  | 27%  | 27%  | 28%  | 28%  | 29%  | 32%  | 35%  | 29%     |
| <b>Prince George's County, MD</b> | 43%  | 43%  | 41%  | 41%  | 44%  | 42%  | 43%  | 45%  | 43%     |
| <b>Salt Lake County, UT</b>       | 40%  | 43%  | 42%  | 42%  | 40%  | 38%  | 39%  | 44%  | 41%     |



Source: IMLS Library Statistics Site

## Headline Measure 2: Visits Per Capita



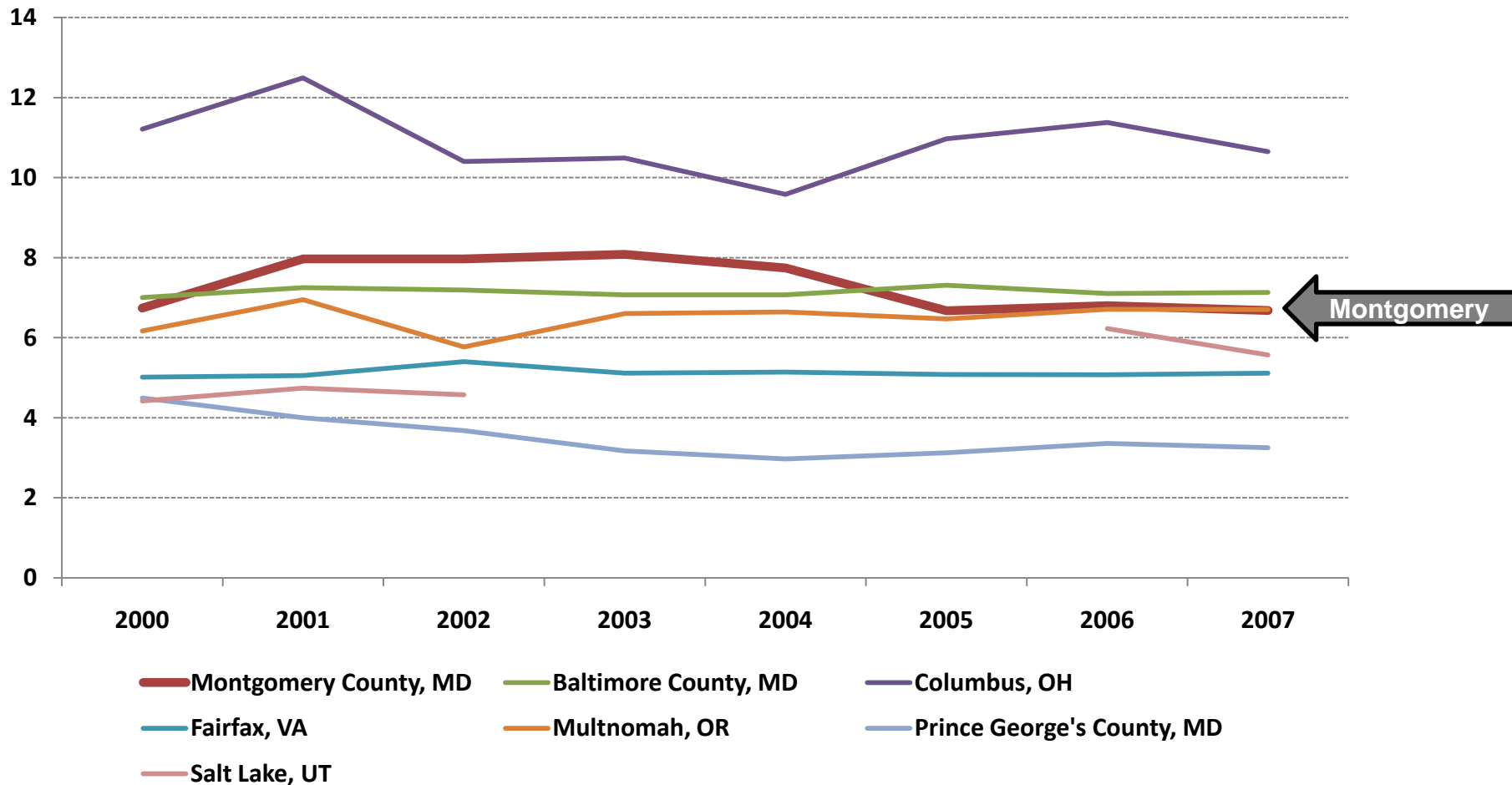
|       | Total Visits |
|-------|--------------|
| FY07  | 6,075,790    |
| FY08  | 9,361,410    |
| FY09  | 9,652,196    |
| FY10* | 9,352,196    |
| FY11* | 8,152,196    |
| FY12* | 8,152,196    |

FY10 reflects closure of Gaithersburg branch on April 1 for renovation (reduced 300,000 visits). FY11 and FY12 reflect closure of Gaithersburg and Olney at a fixed 1.5 million visit per year reduction from FY09 basis.

\* The increase in FY07 to FY08 visits per capita is the result of a correction to a long-standing formula error that was undercounting visits to the library.



# IMLS Visits per Capita Benchmark Data



Source: IMLS Library Statistics Site



# IMLS Visits per Capita Benchmark Data

|                            | 2000  | 2001  | 2002 | 2003  | 2004 | 2005  | 2006  | 2007  | 2007 Rank |
|----------------------------|-------|-------|------|-------|------|-------|-------|-------|-----------|
| Montgomery County, MD      | 6.74  | 7.97  | 7.97 | 8.08  | 7.74 | 6.67  | 6.8   | 6.68  | 3-T       |
| Baltimore County, MD       | 7     | 7.25  | 7.19 | 7.07  | 7.07 | 7.31  | 7.1   | 7.13  | 2         |
| Columbus, OH               | 11.21 | 12.49 | 10.4 | 10.49 | 9.58 | 10.97 | 11.38 | 10.65 | 1         |
| Fairfax County, VA         | 5.01  | 5.05  | 5.4  | 5.11  | 5.14 | 5.08  | 5.07  | 5.11  | 6         |
| Multnomah County, OR       | 6.17  | 6.95  | 5.77 | 6.6   | 6.64 | 6.47  | 6.71  | 6.7   | 3-T       |
| Prince George's County, MD | 4.49  | 4     | 3.68 | 3.17  | 2.97 | 3.12  | 3.36  | 3.25  | 7         |
| Salt Lake County, UT       | 4.42  | 4.74  | 4.57 | N/A   | N/A  | N/A   | 6.23  | 5.57  | 5         |

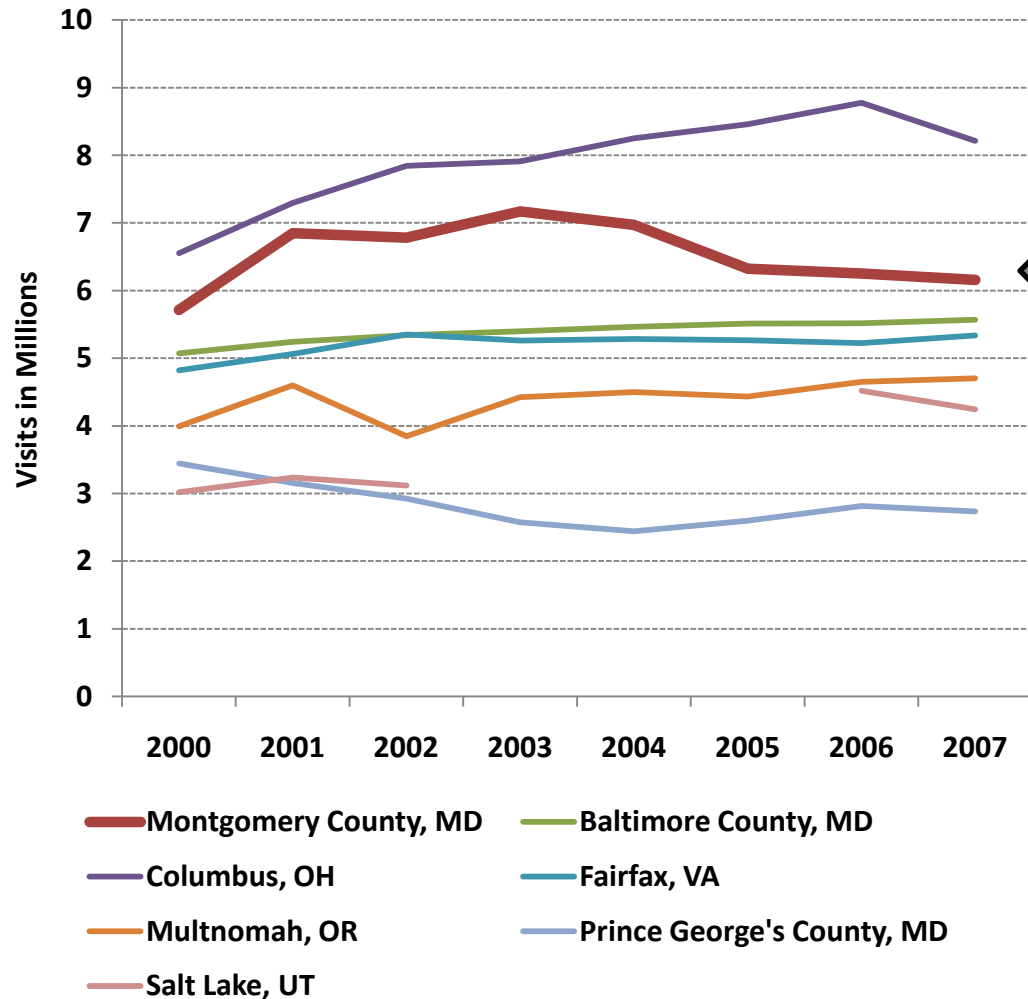
\* During this time, a long-standing formula error was undercounting visits.

**Recent Figures:  
Montgomery County**

| 2008 | 2009  |
|------|-------|
| 9.7  | 10.08 |



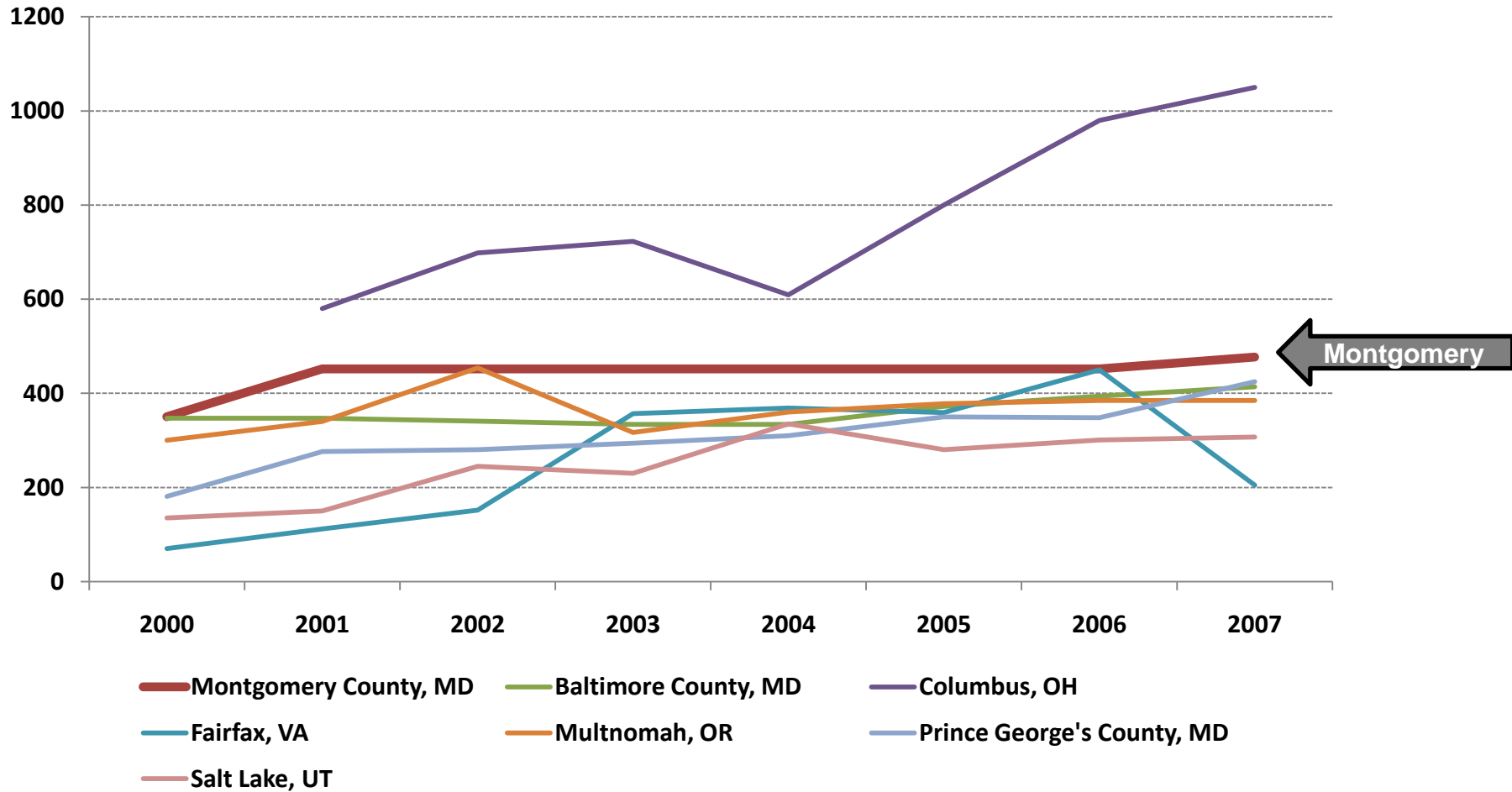
# IMLS Total Library Visits Benchmark Data



| Average Total Visits 2000-2007 |           |
|--------------------------------|-----------|
| Montgomery County, MD          | 6,525,994 |
| Baltimore County, MD           | 5,388,884 |
| Columbus, OH                   | 7,911,989 |
| Fairfax, VA                    | 5,200,615 |
| Multnomah, OR                  | 4,393,780 |
| Prince George's County, MD     | 2,836,318 |
| Salt Lake, UT                  | 3,626,725 |



# IMLS Availability of Public Internet Terminals Benchmark Data



Source: IMLS Library Statistics Site

CountyStat

# IMLS Availability of Public Internet Terminals Benchmark Data

|                            | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2007 Rank |
|----------------------------|------|------|------|------|------|------|------|------|-----------|
| Montgomery County, MD      | 350  | 452  | 452  | 452  | 452  | 452  | 452  | 477  | 2         |
| Baltimore County, MD       | 347  | 347  | 341  | 334  | 334  | 372  | 394  | 414  | 4         |
| Columbus, OH               | N/A  | 580  | 698  | 723  | 609  | 800  | 980  | 1050 | 1         |
| Fairfax County, VA         | 70   | 112  | 152  | 357  | 369  | 359  | 450  | 205  | 7         |
| Multnomah County, OR       | 300  | 340  | 454  | 317  | 360  | 378  | 385  | 385  | 5         |
| Prince George's County, MD | 181  | 276  | 280  | 294  | 310  | 350  | 348  | 425  | 3         |
| Salt Lake County, UT       | 135  | 150  | 245  | 230  | 335  | 280  | 301  | 307  | 6         |

Recent Figures:  
Montgomery County

2008

477



Source: IMLS Library Statistics Site

CountyStat

# IMLS Users of Public Internet Computers Benchmark Data

|                            | 2000   | 2001    | 2002    | 2003      | 2004    | 2005      | 2006      | 2007      | 2007 Rank |
|----------------------------|--------|---------|---------|-----------|---------|-----------|-----------|-----------|-----------|
| Montgomery County, MD      | N/A    | 12,390  | 14,185  | 866,494   | 729,953 | 771,179   | 868,296   | 911,011   | 3         |
| Baltimore County, MD       | N/A    | 341     | 9,950   | 517,500   | 638,284 | 725,407   | 842,259   | 900,713   | 4         |
| Columbus, OH               | 25,000 | 150,000 | 125,000 | N/A       | N/A     | N/A       | 1,858,844 | 2,163,356 | 1         |
| Fairfax County, VA         | N/A    | N/A     | 5642    | N/A       | 654,056 | 654,160   | 699,104   | 716,019   | 5         |
| Multnomah County, OR       | N/A    | N/A     | 11,732  | 3,975,349 | N/A     | N/A       | 96,750    | 97,703    | 7         |
| Prince George's County, MD | N/A    | 230     | 2,375   | 145,877   | 145,287 | 2,084,993 | 832,531   | 1,195,417 | 2         |
| Salt Lake County, UT       | 36,923 | 41,500  | 67,783  | N/A       | N/A     | N/A       | 225,832   | 281,535   | 6         |

Recent Figures:  
Montgomery County

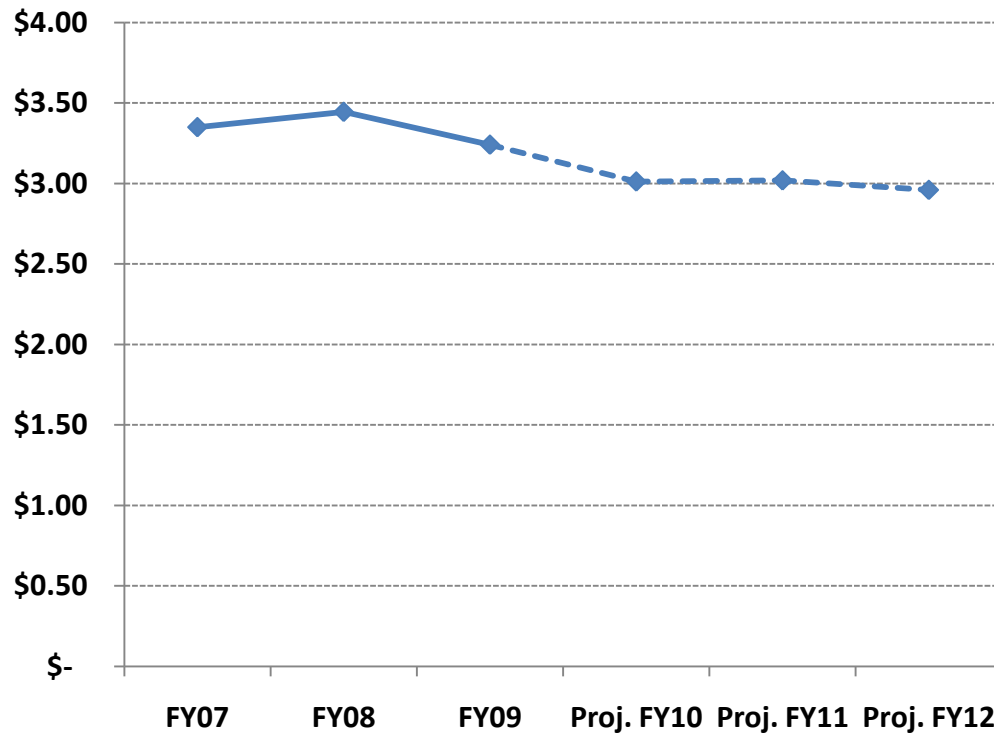
|             |
|-------------|
| <b>2008</b> |
| 995,963     |



Source: IMLS Library Statistics Site

**CountyStat**

## Headline Measure 3: Cost Per Circulation



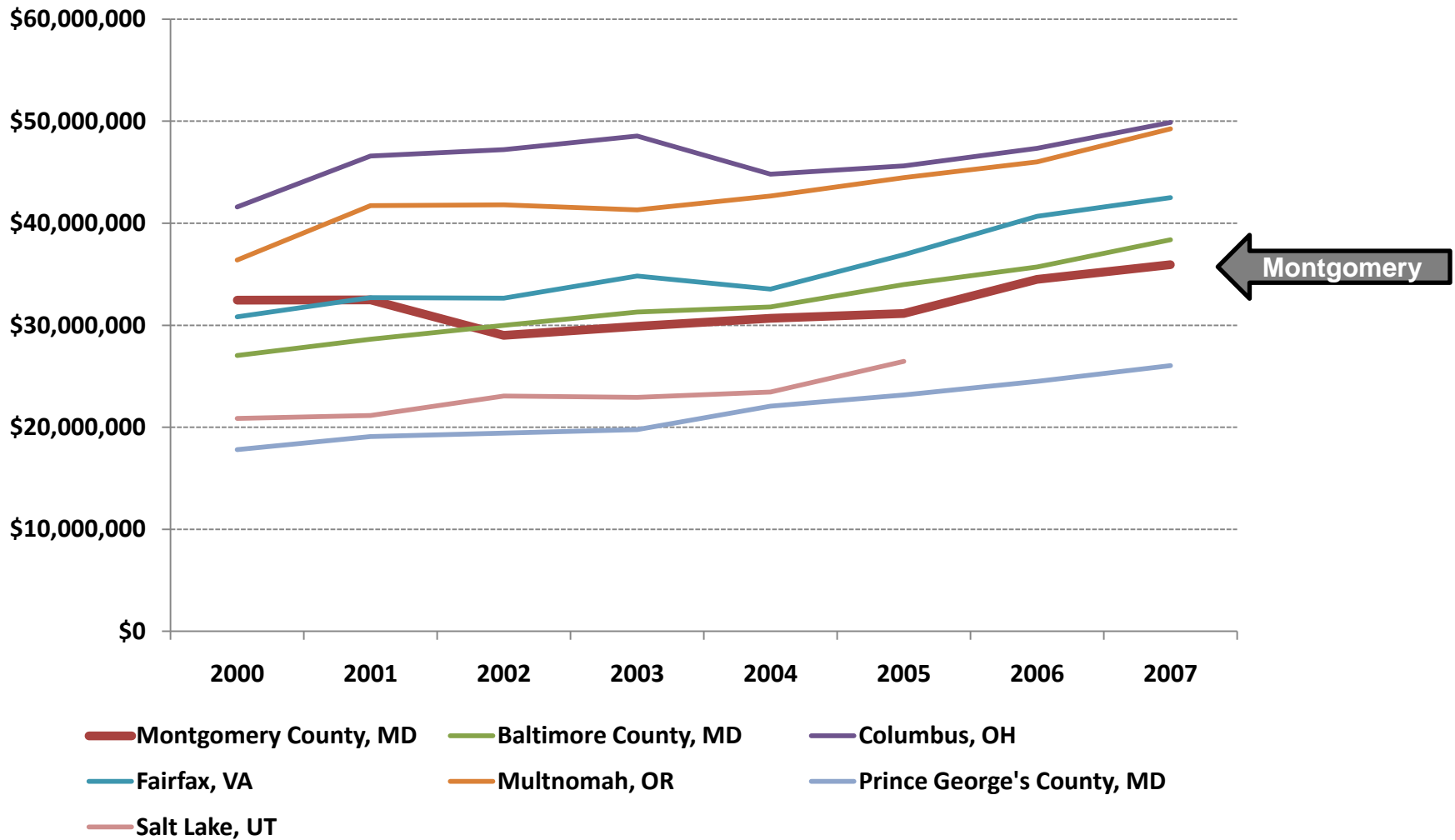
|       | Cost per Circulation |
|-------|----------------------|
| FY07  | \$3.35               |
| FY08  | \$3.42               |
| FY09  | \$3.24               |
| FY10* | \$3.01               |
| FY11* | \$3.02               |
| FY12* | \$2.96               |

\* Projected

FY10 figures include the 2.25% Savings Plan and FY11 figures reflect MARC.



# IMLS Total Expenditures Benchmark Data



# IMLS Total Expenditures Benchmark Data

|                                   | 2000       | 2001       | 2002       | 2003       | 2004       | 2005       | 2006       | 2007       | 2007 Rank |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| <b>Montgomery County, MD</b>      | \$32470610 | \$32484464 | \$29013741 | \$29900164 | \$30686313 | \$31161695 | \$34497617 | \$35936678 | 5         |
| <b>Baltimore County, MD</b>       | \$27023269 | \$28630662 | \$29976423 | \$31285185 | \$31802619 | \$33990364 | \$35714118 | \$38366429 | 4         |
| <b>Columbus, OH</b>               | \$41581331 | \$46588509 | \$47205059 | \$48537483 | \$44812015 | \$45614250 | \$47353678 | \$49868031 | 2         |
| <b>Fairfax County, VA</b>         | \$30822880 | \$32703534 | \$32651900 | \$34824042 | \$33549812 | \$36923524 | \$40676191 | \$42503309 | 3         |
| <b>Multnomah County, OR</b>       | \$36390374 | \$41721984 | \$41808552 | \$41317617 | \$42660314 | \$44473684 | \$46023297 | \$49250667 | 1         |
| <b>Prince George's County, MD</b> | \$17803179 | \$19078591 | \$19426885 | \$19770287 | \$22061811 | \$23164971 | \$24492887 | \$26028318 | 7         |
| <b>Salt Lake County, UT</b>       | \$20867012 | \$21147934 | \$23055658 | \$22923778 | \$23456815 | \$26468288 |            | \$28320449 | 6         |

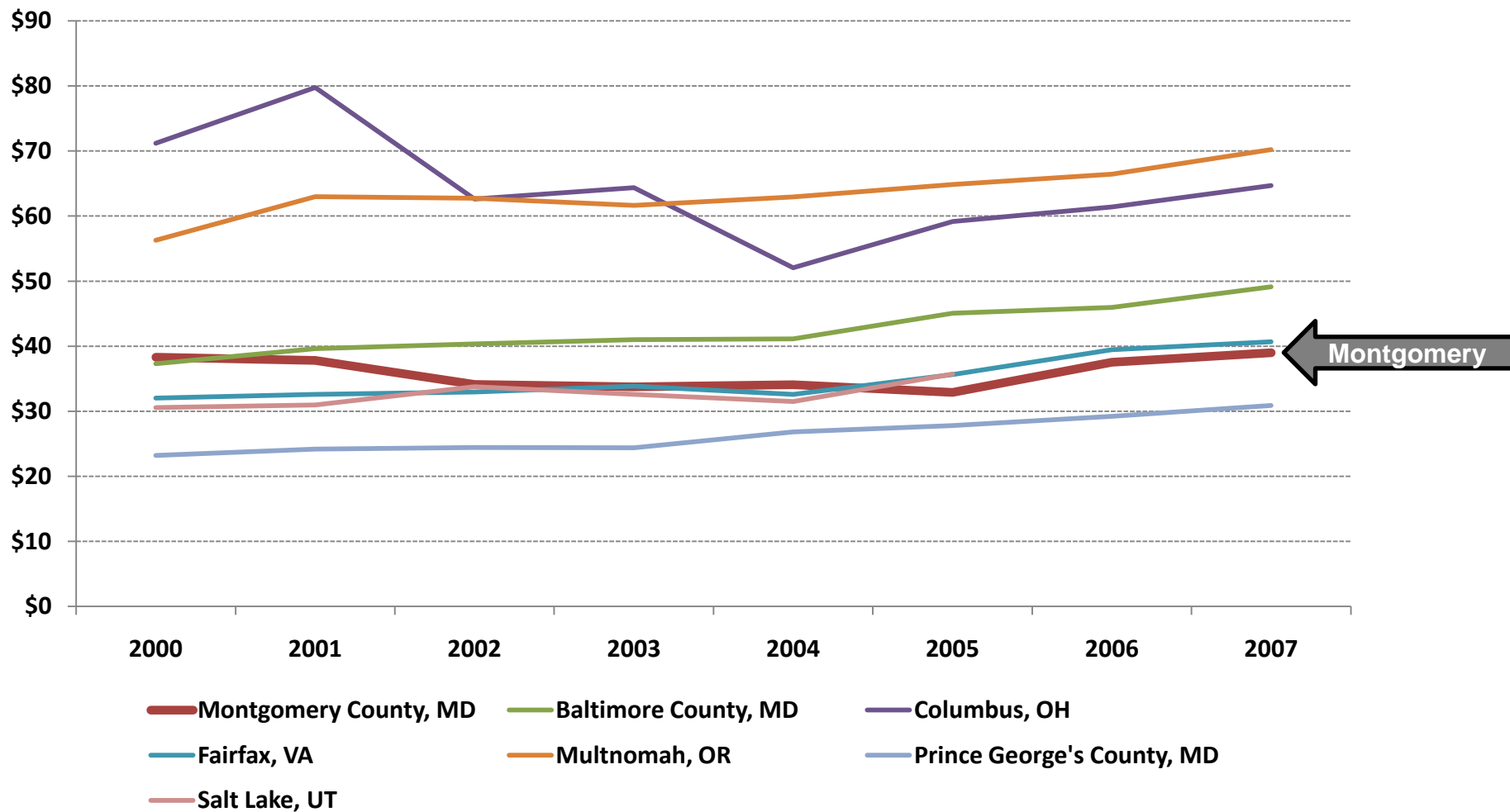
**Recent Figures:  
Montgomery County**

| 2008                | 2009                |
|---------------------|---------------------|
| <b>\$39,388,760</b> | <b>\$37,912,680</b> |





# IMLS Total Expenditures per Capita Benchmark Data



Source: IMLS Library Statistics Site

CountyStat

# IMLS Total Expenditures per Capita Benchmark Data

|                            | 2000  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | Average | 2007 Rank |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|---------|-----------|
| Montgomery County, MD      | 38.3  | 37.8  | 34.1  | 33.73 | 34.07 | 32.88 | 37.54 | 38.99 | 35.93   | 5         |
| Baltimore County, MD       | 37.29 | 39.61 | 40.36 | 41    | 41.12 | 45.07 | 45.95 | 49.14 | 42.44   | 3         |
| Columbus, OH               | 71.18 | 79.75 | 62.62 | 64.38 | 52.04 | 59.16 | 61.41 | 64.67 | 64.40   | 2         |
| Fairfax County, VA         | 32.01 | 32.6  | 32.94 | 33.85 | 32.61 | 35.65 | 39.46 | 40.68 | 34.98   | 4         |
| Multnomah County, OR       | 56.26 | 62.99 | 62.74 | 61.65 | 62.93 | 64.84 | 66.43 | 70.2  | 63.51   | 1         |
| Prince George's County, MD | 23.19 | 24.19 | 24.42 | 24.37 | 26.83 | 27.81 | 29.2  | 30.88 | 26.36   | 7         |
| Salt Lake County, UT       | 30.57 | 30.98 | 33.78 | 32.61 | 31.51 | 35.73 | N/A   | 37.2  | 33.20   | 6         |

Recent Figures:  
Montgomery County

2008

42.22

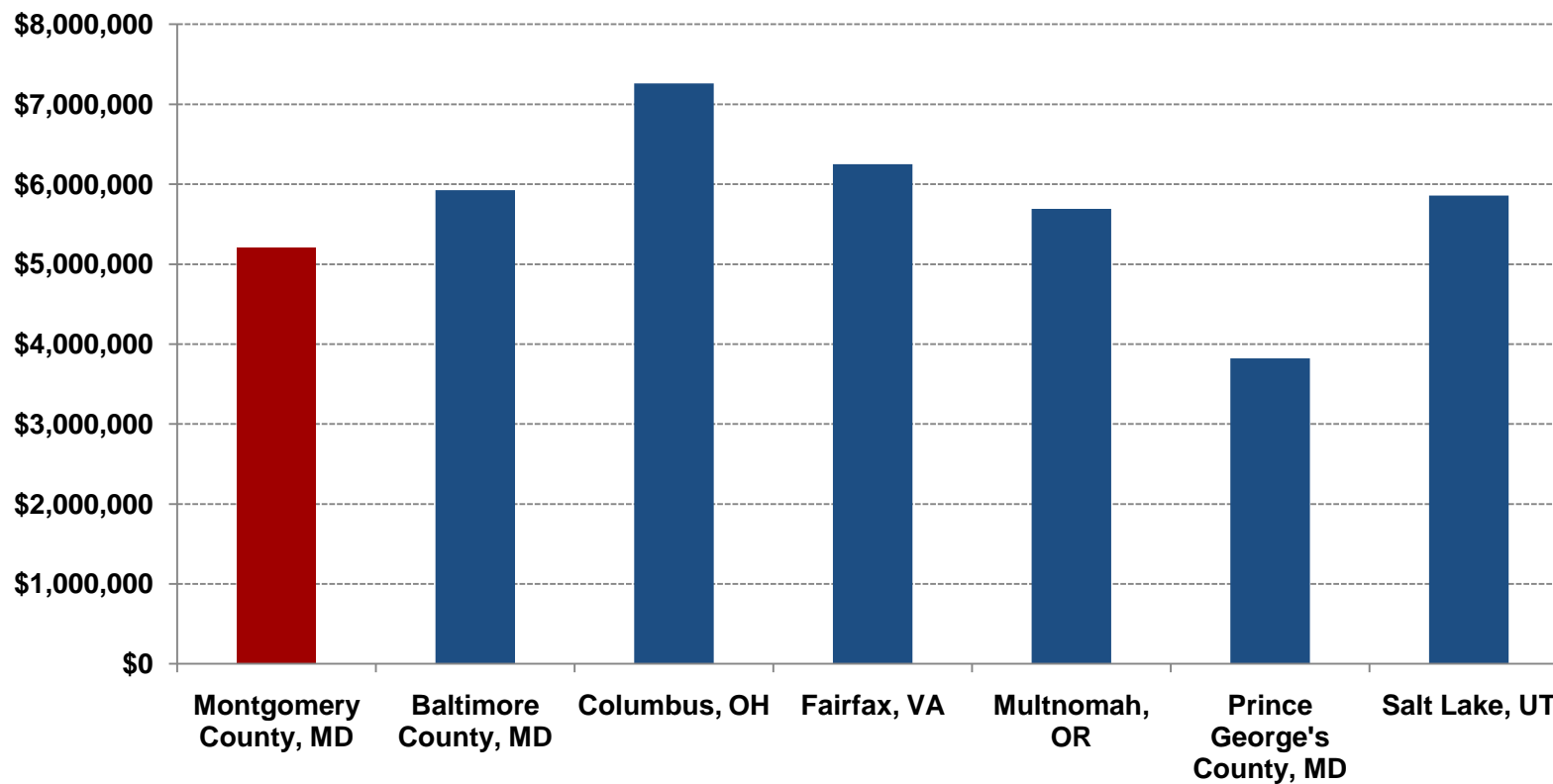


Source: IMLS Library Statistics Site

CountyStat

# IMLS Average Annual Collection Expenditures Benchmark Data

2000-2007 Average Annual Collection Expenditures

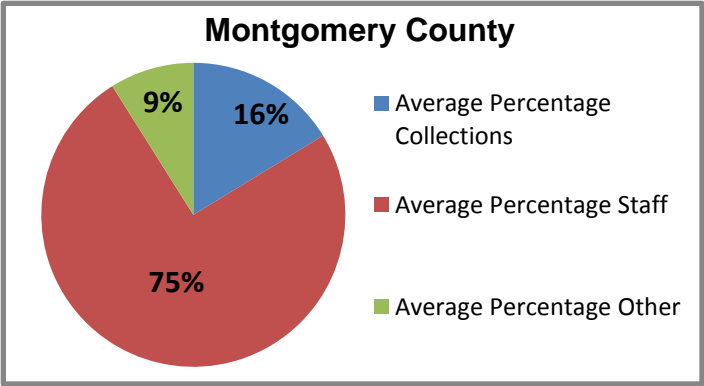


Source: IMLS Library Statistics Site

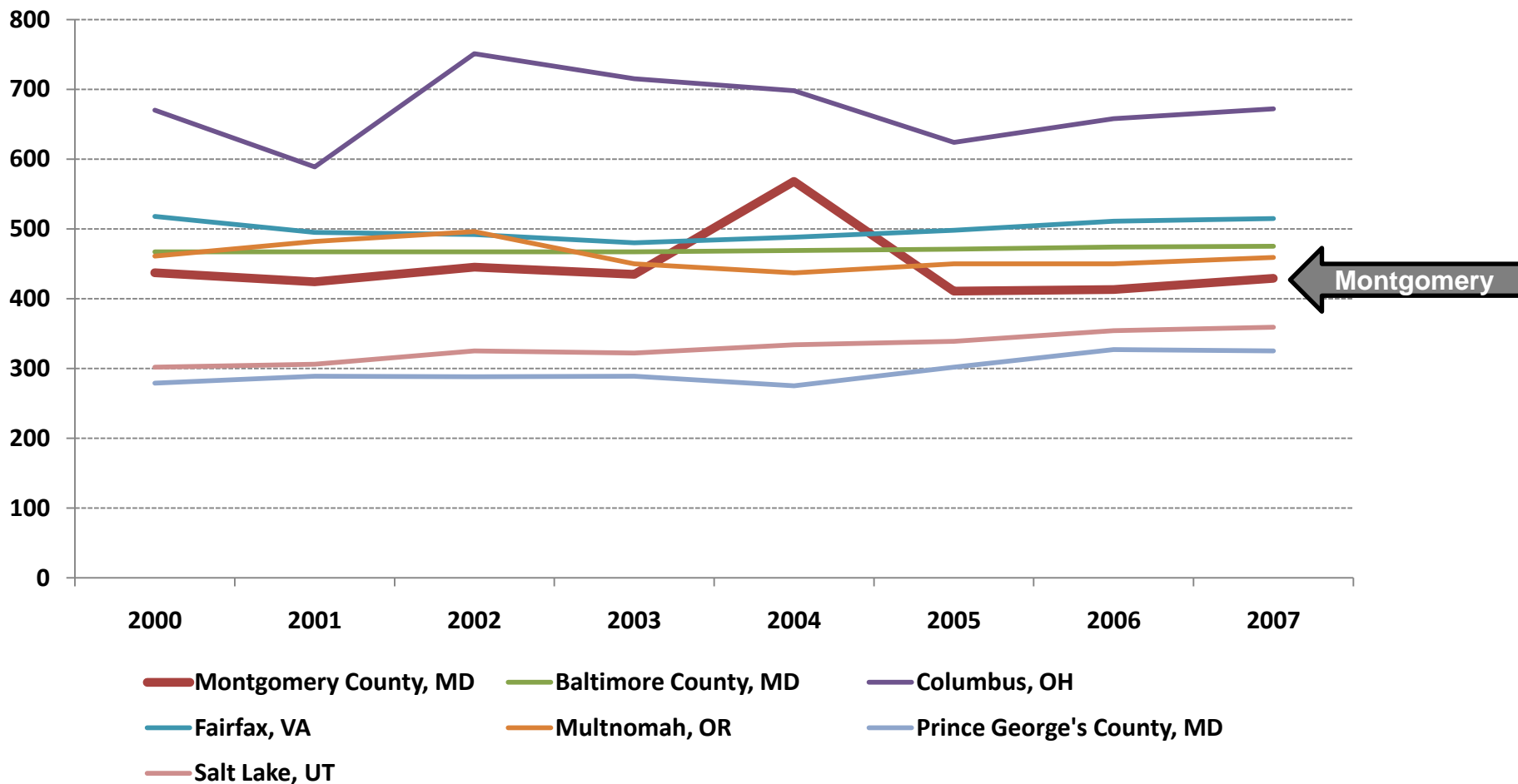
CountyStat

# Breakdown of IMLS Average Annual Expenditures Benchmark Data

| Average Annual Breakdown 2000-2007                   | Collection Expenditures | Staff Expenditures | Other Operating Expenditures | Average Total | Percentage Collections | Percentage Staff | Percentage Other |
|--|-------------------------|--------------------|------------------------------|---------------|------------------------|------------------|------------------|
| Montgomery County, MD                                | \$5,212,955             | \$23,942,807       | \$2,863,149                  | \$32,018,910  | 16%                    | 75%              | 9%               |
| Baltimore County, MD                                 | \$5,925,338             | \$19,712,083       | \$6,461,213                  | \$32,098,634  | 18%                    | 61%              | 20%              |
| Columbus, OH   | \$7,262,232             | \$29,034,401       | \$10,148,412                 | \$46,445,045  | 16%                    | 63%              | 22%              |
| Fairfax, VA  | \$6,250,176             | \$25,264,828       | \$4,066,895                  | \$35,581,899  | 18%                    | 71%              | 11%              |
| Multnomah, OR  | \$5,690,866             | \$26,466,359       | \$10,798,586                 | \$42,955,811  | 13%                    | 62%              | 25%              |
| Prince George's County, MD                           | \$3,822,218             | \$15,035,040       | \$2,621,108                  | \$21,478,366  | 18%                    | 70%              | 12%              |
| Salt Lake, UT<br>* Incomplete 2006 Data Not Included | \$5,857,346             | \$14,455,817       | \$3,435,399                  | \$23,748,562  | 25%                    | 61%              | 14%              |



# IMLS Total Staffing Benchmark Data



MCPL recently identified a reporting error in FY04.  
Actual work years for FY04 were 405.7 (231 PT, 226 FT positions)



# IMLS Total Staffing Benchmark Data

|                            | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | Average | 2007 Rank |
|----------------------------|------|------|------|------|------|------|------|------|---------|-----------|
| Montgomery County, MD      | 437  | 424  | 445  | 435  | 568  | 411  | 413  | 429  | 445     | 5         |
| Baltimore County, MD       | 467  | 467  | 467  | 467  | 469  | 471  | 474  | 475  | 470     | 3         |
| Columbus, OH               | 670  | 589  | 751  | 715  | 698  | 624  | 658  | 672  | 672     | 1         |
| Fairfax County, VA         | 518  | 495  | 492  | 480  | 488  | 498  | 511  | 515  | 500     | 2         |
| Multnomah County, OR       | 461  | 482  | 496  | 450  | 437  | 450  | 450  | 459  | 461     | 4         |
| Prince George's County, MD | 279  | 289  | 288  | 289  | 275  | 302  | 327  | 325  | 297     | 7         |
| Salt Lake County, UT       | 302  | 306  | 325  | 322  | 334  | 339  | 354  | 359  | 330     | 6         |

Recent Figures:  
Montgomery County

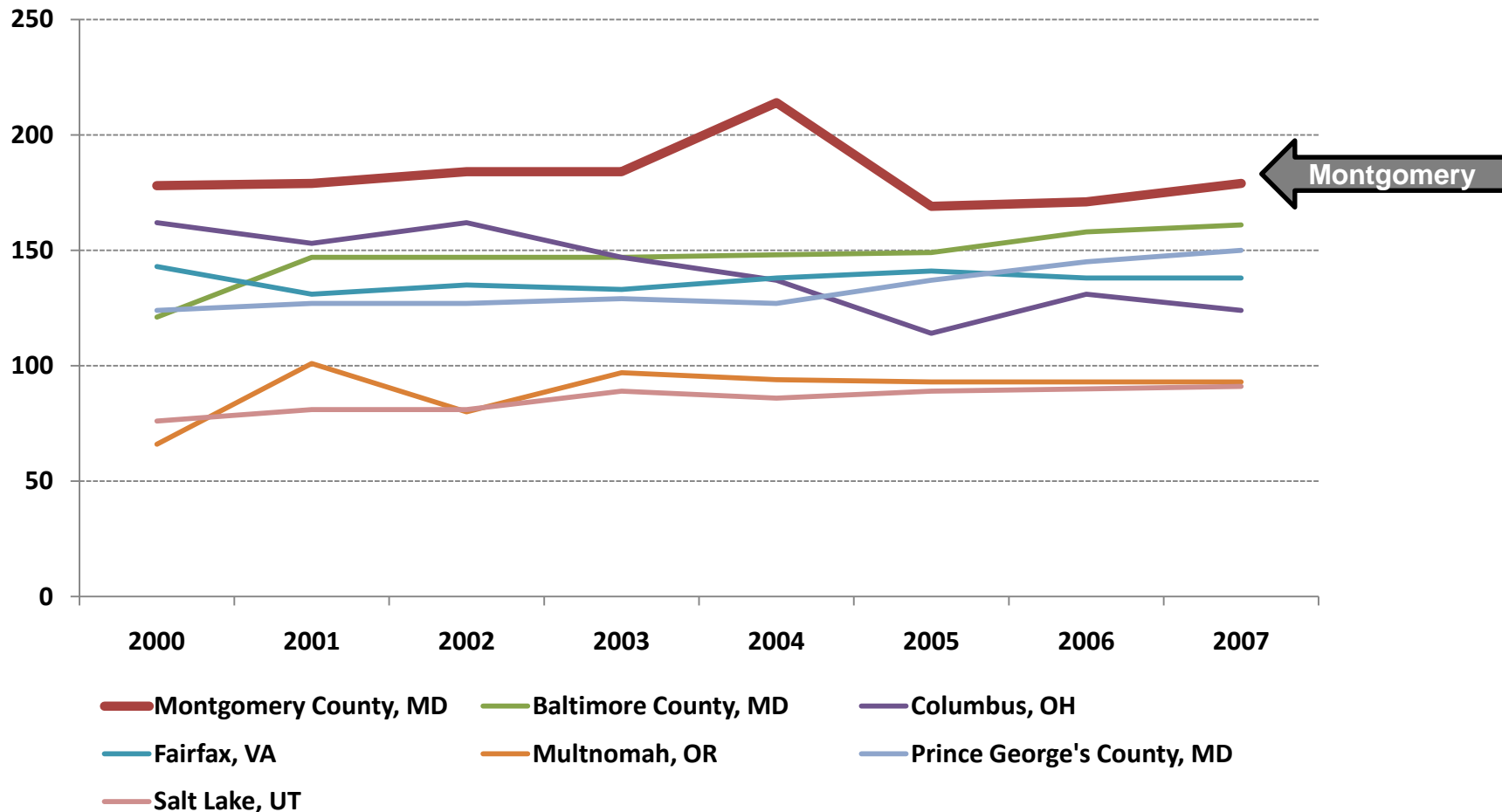
| 2008 |
|------|
| 431  |



Source: IMLS Library Statistics Site

CountyStat

# IMLS Total Librarian Staffing Benchmark Data



MCPL recently identified a reporting error in FY04.  
Actual work years for FY04 were 405.7 (231 PT, 226 FT positions)



# IMLS Total Librarian Staffing Benchmark Data

|                            | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | Average | 2007 Rank |
|----------------------------|------|------|------|------|------|------|------|------|---------|-----------|
| Montgomery County, MD      | 178  | 179  | 184  | 184  | 214  | 169  | 171  | 179  | 182     | 1         |
| Baltimore County, MD       | 121  | 147  | 147  | 147  | 148  | 149  | 158  | 161  | 147     | 2         |
| Columbus, OH               | 162  | 153  | 162  | 147  | 137  | 114  | 131  | 124  | 141     | 5         |
| Fairfax County, VA         | 143  | 131  | 135  | 133  | 138  | 141  | 138  | 138  | 137     | 4         |
| Multnomah County, OR       | 66   | 101  | 80   | 97   | 94   | 93   | 93   | 93   | 90      | 6         |
| Prince George's County, MD | 124  | 127  | 127  | 129  | 127  | 137  | 145  | 150  | 133     | 3         |
| Salt Lake County, UT       | 76   | 81   | 81   | 89   | 86   | 89   | 90   | 91   | 85      | 7         |

Recent Figures:  
Montgomery County

| 2008 |
|------|
| 173  |

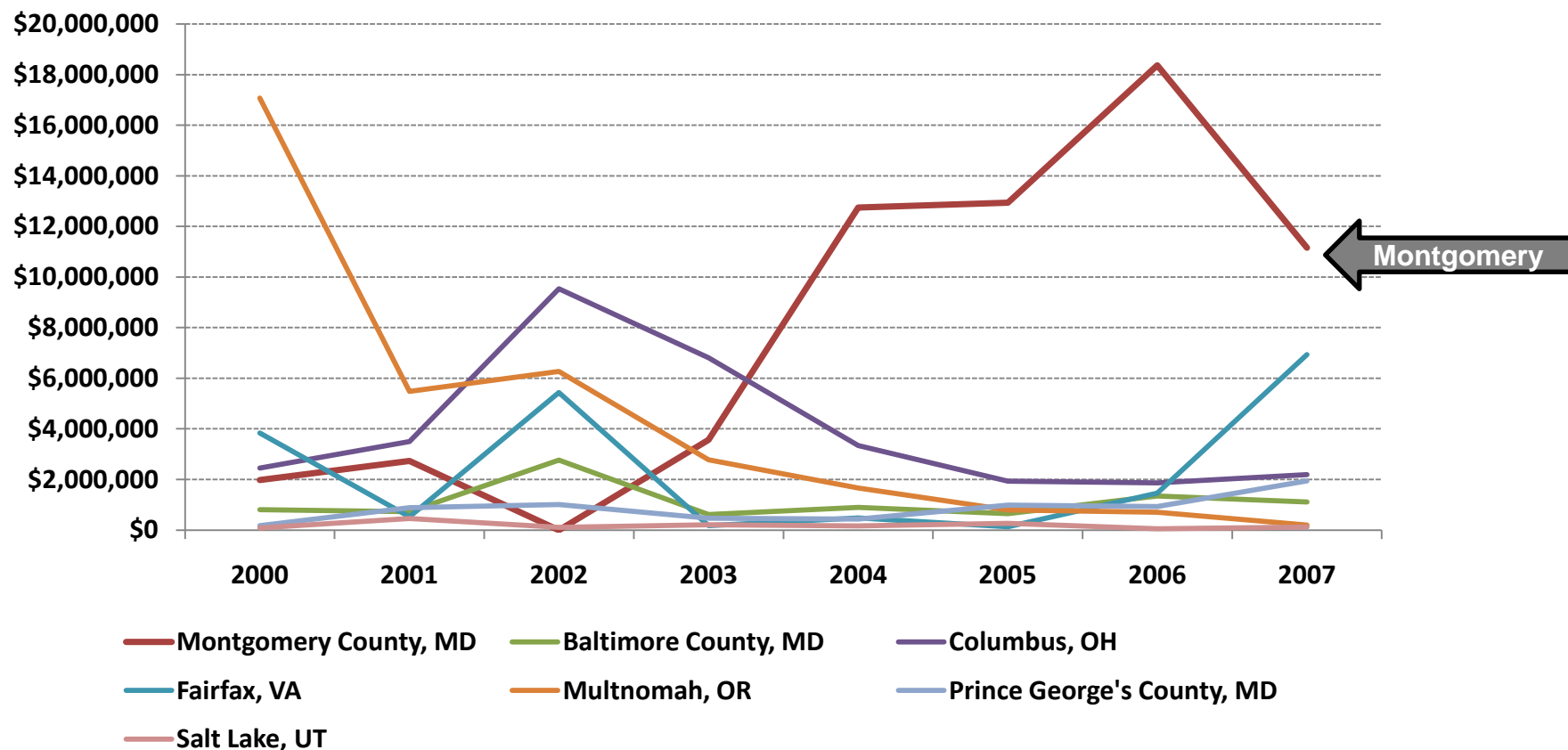


Source: IMLS Library Statistics Site

CountyStat



# IMLS Capital Expenditures Benchmark Data



**Montgomery County IMLS Reported Capital Expenditures**

| 2000        | 2001         | 2002 | 2003         | 2004         | 2005         | 2006         | 2007         | 2008        |
|-------------|--------------|------|--------------|--------------|--------------|--------------|--------------|-------------|
| \$1,973,740 | \$ 2,737,436 | \$ - | \$ 3,565,478 | \$12,745,000 | \$12,937,376 | \$18,367,732 | \$11,163,243 | \$8,665,171 |



# Montgomery County FY2007 IMLS Benchmark Performance: Utilization Variables

|         | Circulation<br>per Capita | Children's<br>Circulation | Visits Per<br>Capita | Total<br>Visits | Internet<br>Terminals | Internet<br>Terminal<br>Usage |
|---------|---------------------------|---------------------------|----------------------|-----------------|-----------------------|-------------------------------|
| Highest | 1                         | 1                         | 1                    | 1               | 1                     | 1                             |
|         | 2                         | 2                         | 2                    | 2               | 2                     | 2                             |
|         | 3                         | 3                         | 3                    | 3               | 3                     | 3                             |
|         | 4                         | 4                         | 4                    | 4               | 4                     | 4                             |
|         | 5                         | 5                         | 5                    | 5               | 5                     | 5                             |
|         | 6                         | 6                         | 6                    | 6               | 6                     | 6                             |
| Lowest  | 7                         | 7                         | 7                    | 7               | 7                     | 7                             |



# Montgomery County FY2007 IMLS Benchmark Performance: Expenditure Variables

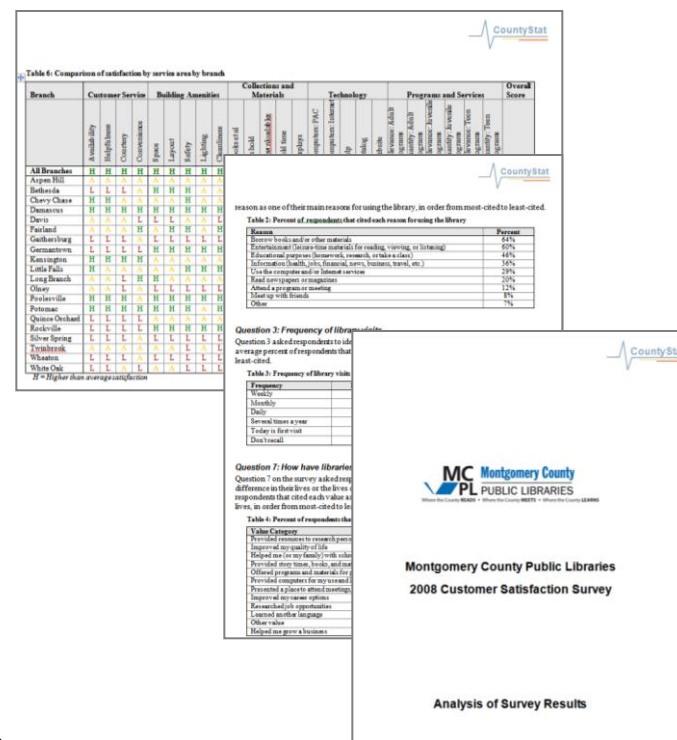
|         | Total<br>Expenditures | Expenditures<br>Per Capita | Total<br>Staff | Total<br>Librarians | Capital<br>Expenditures |
|---------|-----------------------|----------------------------|----------------|---------------------|-------------------------|
| Highest | 1                     | 1                          | 1              | 1                   | 1                       |
|         | 2                     | 2                          | 2              | 2                   | 2                       |
|         | 3                     | 3                          | 3              | 3                   | 3                       |
|         | 4                     | 4                          | 4              | 4                   | 4                       |
|         | 5                     | 5                          | 5              | 5                   | 5                       |
|         | 6                     | 6                          | 6              | 6                   | 6                       |
| Lowest  | 7                     | 7                          | 7              | 7                   | 7                       |



# MCPL Customer Service Survey

- The Montgomery County Public Libraries conducted a survey of library users in April 2008 to determine customer satisfaction and to identify opportunities for improvements in library services.
- 8,036 people responded to the survey
- CountyStat has analyzed the results of that survey in three ways: system-wide results, results by branch, and results by demographic group.
- Respondents rated MCPL well both in terms of overall satisfaction and in each of the twenty-five service categories identified in the survey.
- The average overall satisfaction rating was 1.37 on a 5-point scale (1 was highest), and the average service category satisfaction was 7.39 on a 9-point scale (9 was highest).

## CountyStat Analysis of MCPL Survey Data



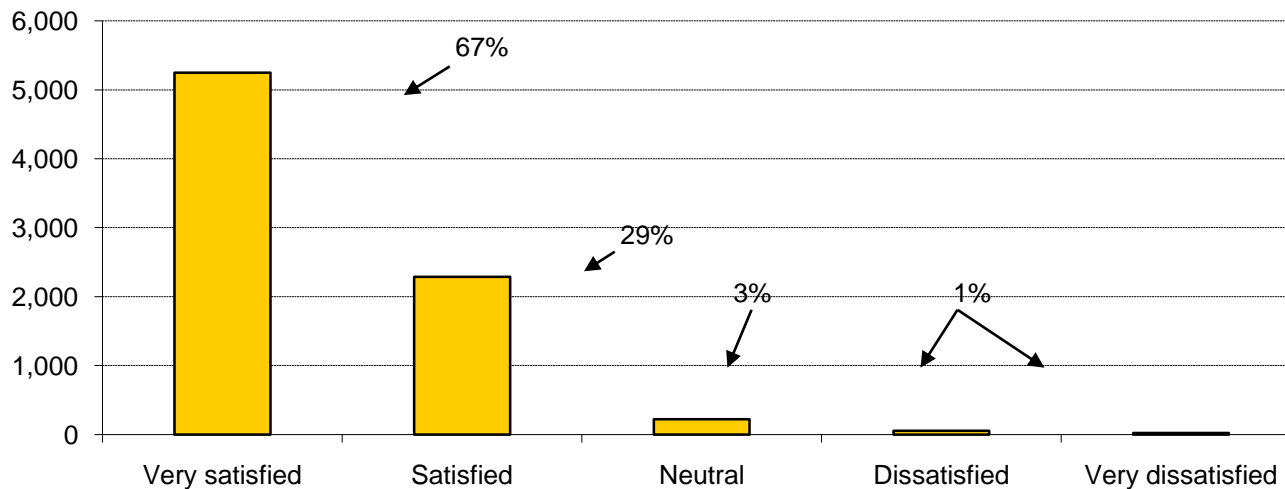
The MCPL survey serves as a baseline for the creation and monitoring of customer service headline measures



## Headline Measure 4: Overall Service Quality

- 2008 Survey results on overall satisfaction serve as a baseline for the future development of targets
- These targets will be monitored over time to demonstrate changes in overall library performance
- Supporting measures will report on each of the individual aspects of overall service quality

2008 Survey: Overall Satisfaction with Library Services



# Headline Measures: 5 – Community Impact

## Baseline Impact of Library Services as Indicated by Customers (April 2008)

| Impact of Service   | Percentage of Respondents Indicated |
|---|-------------------------------------|
| Provided resources to research personal information (health, finances, purchases, retirement, travel, etc.) | 44.6%                               |
| Improved my quality of life   | 42.7%                               |
| Helped me (or my family) with school assignments and projects   | 41.4%                               |
| Provided story times, books, and materials for my children  | 36.9%                               |
| Offered programs and materials for personal growth and entertainment  | 31.6%                               |
| Provided computers for my use and learning  | 28.9%                               |
| Presented a place to have meetings, relax, socialize, and have fun  | 20.0%                               |
| Improved my career options (career research, learned new skills, etc.)                                      | 19.6%                               |
| Researched job opportunities  | 16.8%                               |
| Learned another language  | 10.5%                               |
| Other   | 5.7%                                |
| Helped me grow a business   | 5.0%                                |

MCPL will use ongoing survey data on the library's impact on its customer base to measure the overall effectiveness of the system.  
The next scheduled survey is April of 2010



# Wrap-Up and Follow-Up Items

